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FSC-166-B	10/8/96
SUBJECT:	Non-Contracted RJR Retailers - RJR Promotional Resource Clarification

DISTRIBUTION:

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					REP

(Please disseminate as needed to applicable Sales Representatives)

As you are aware, RJR Retail Marketing Plan contracts and selling approaches fully support the Industry Approach for the obvious Category Management reasons.

In RJR Non-Contracted retail outlets that are signed to competitive agreements, our strategy is quite simple -- RJR does not allocate promotional resources. It is extremely important that we continue to apply this strategy consistently across the marketplace.

If you feel that exceptions to this guideline are necessary, it is important that all exceptions be approved by the Area Vice President prior to implementation at retail. While we expect that exceptions will be few, any exceptions to promote may include DPC, Gap, and/or Ceiling Strategy dollars, but may not include National Workplan, or any promotional programs that are outside of our defensive "Meeting But Not Beating Competition" parameters.

Your continued support in the execution of this promotional strategy is critical to the success of our current and future retail programs.

Dave	*Jim*	*Rick*	*Pat*
D. L. Wilmesher	J. W. Best	R. M. Sanders	P. J. Cundari
North East Sales	Southern Sales	Western Sales	Mid-West Sales
Area Vice President	Area Vice President	Area Vice President	Area Vice President

R. J. REYNOLDS TOBACCO COMPANY

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PROMOTION GUIDELINES / MATRIX

RJR RESOURCE ALLOCATION MATRIX
1997 PLAN FOR RJR CONTRACTED ACCOUNTS

	RETAIL ACCRUAL	BASE NATIONAL WORKPLAN	CEILING STRATEGY	GAP STRATEGY	DIRECT MKTG	DPC	SUPERMARKET CARTON PROMO	CIG OUTLET CARTON PROMO	CIG OUTLET PACK PROMO
RJR "LOCK-OUT" CALLS	NO	NO	NO	NO	NO	NO	NO	NO	NO
NON-CONTRACTED LOW VOLUME PACK OUTLET	NO	NO	NO	NO	NO	YES	NO	NO	NO
RETAIL ASSIST PACK OUTLET	NO	NO	YES	YES	NO	YES	NO	NO	NO
LEVEL 1 PACK OUTLETS	L1 ONLY	YES	YES	YES	NO	NO	NO	NO	NO
LEVEL 2 PACK OUTLETS	L1,L2 OR L3	YES	YES	YES	YES	NO	NO	NO	NO
LEVEL 3 PACK OUTLETS	L1,L2 OR L3	YES	YES	YES	YES	NO	NO	NO	NO
RETAIL ASSIST CARTON OUTLET	NO	NO	YES	*YES	NO	NO	NO	NO	NO
MEETING COMPETITION CARTON OUTLETS	L1,L2 OR L3	NO	YES	*YES	NO	NO	NO	NO	NO
LEVEL 2 CARTON OUTLETS	L1,L2 OR L3	NO	YES	*YES	YES	NO	YES	NO	NO
EXTERIOR SIGNAGE CONTRACT CIGARETTE /TOBACCO STORES	L1,L2 OR L3	NO	YES	*YES	**YES	NO	NO	YES	YES
LEVEL 2 CIGARETTE/TOBACCO STORES	L1,L2 OR L3	NO	YES	*YES	**YES	NO	NO	YES	YES
LEVEL 3 CIGARETTE/TOBACCO STORES	L1,L2 OR L3	NO	YES	*YES	**YES	NO	NO	YES	YES

*ONLY IF IDENTIFIED ON PROMOTION RESPONSIVENESS MODEL. SEE RBM FOR CLARIFICATION BY MARKET AND BRAND.
**ON A TARGETED BASIS FOR CIGARETTE OUTLET CHAINS. MUST BE APPROVED BY RSM.

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